



### **Global Attraction KidZania Lands in U.S.**

*Education-Focused Entertainment Center Lets Kids Live Out Their Dream Job*

[Watch: "About KidZania in 2 Minutes"](#)

FRISCO, TX (March 22, 2017) — The world's fastest growing experiential learning center for kids will make its U.S. debut next year in Frisco's Stonebriar Centre promising to bring unique educational experiences to the Collin County suburb which remains one of the fastest-growing cities in the country.

KidZania is a highly detailed replica of the city in which it resides, complete with buildings, paved roads, vehicles and its own currency called "kidZos." Based on a model of role-playing, the attraction allows kids to choose from up to 100 different jobs and activities, from postman to paramedic.

KidZania USA, owned and operated by E2W, is also planning to base its corporate headquarters in Frisco as well, bringing as many as 450 new jobs to the area.

"At KidZania, we offer the ideal environment for kids to learn about a host of occupations and careers, all while building skills like teamwork, trust and financial responsibility," said **Gregory Knoop, Chief Development Officer of KidZania USA**. "The Dallas-Fort Worth area is a family-oriented community that is home to forward-thinking educational partners and dynamic companies that we hope to work with to ensure KidZania's success."

"Frisco has always been drawn to partners that focus on families, education and entertainment, so we have a lot in common with KidZania," said **Frisco Mayor Maher Maso**. "The company's innovative approach to inspiring and learning will undoubtedly be a big hit here."

In recent years, Frisco has become one of the fastest-growing cities in the country with rapidly expanding school districts, which contributed to the company's decision to open their inaugural U.S. location in Frisco.

The 80,000-square-foot facility will be located at Stonebriar Centre, along Preston Road and State Highway 121, and is expected to receive around half a million visitors a year.

"Young families in Frisco, North Texas and beyond will find this destination more than a fun day out," said **Jim Gandy, president of the Frisco Economic Development Corporation**.

"KidZania offers a hands-on learning experience for the youngest of the future workforce by allowing them to role play what it's like to be an employee on the job."

KidZania was founded in 1999 by Mexican entrepreneur **Xavier Lopez Ancona** on the premise that children want to learn by participating in the real world. Research has shown that by giving kids access to real-life activities that both entertain and inform, they are more apt to pay attention

and retain knowledge. “Our industry partners work with us closely to make each city unique, while also ensuring each job is modeled on a real-life example,” said **Xavier Lopez Ancona, founder of KidZania**. The attraction now operates in 24 locations around the world, including London, Dubai, Tokyo and Bangkok. Each KidZania receives about a half million visitors a year.

The inaugural U.S. KidZania location will open at the GGP shopping centers in Frisco, with more locations being launched throughout the country in the years to come. In each location, local, national and international companies will sponsor KidZania landmarks and businesses to help make the experience as authentic as possible. KidZania's current industry partners include British Airways, Coca Cola, Mitsubishi Motors, Honda, Johnson & Johnson, Sony, Kellogg's, H&M and Fuji Film.

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### **About KidZania USA**

KidZania USA is America's leading experiential learning center for children and is owned and operated by a partnership led by E2W. With initial locations under development in Dallas, Chicago, and New York, KidZania USA is empowering children ages 4 to 14 with the same unique educational model that has already had a transformative impact on families and educators across the world. Launched in 1999, there are currently 24 KidZania locations in 19 different countries, with another seven locations currently under development. For more information about KidZania, visit <http://www.KidZania.us>, on Facebook at [www.facebook.com/KidZaniaOfficial](http://www.facebook.com/KidZaniaOfficial), or on Twitter, @KidZania.